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The Influence of Digital Marketing Strategy and Brand Image on Npure Skincare Repurchase

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Abstract: The purpose of this study is to analyze the influence of *digital marketing strategies* and *brand image* on the repurchase of Npure *skincare products* on Shopee customers in Surabaya. This study uses a quantitative method with an associative approach with the aim of testing the relationship between variables, namely with *digital marketing* functioning as an independent variable, *brand image* functioning as an intermediate variable, and repurchase functioning as a bound variable. The *non-probability sampling technique* was applied in the determination of the sample by considering the criteria of respondents aged 18-25 years, active Shopee users, and have purchased Npure products at least twice. Primary data was analyzed through the distribution of an online questionnaire with a likert scale and processed using *the SmartPLS* 4.0 application by testing the realism, validity, *R-Square* calculation, and hypothesis using *the bootstrapping* method. The findings of this study indicate that brand image is strongly influenced by digital marketing (T-statistics = 15,217 > 1.96) and repurchases (T-statistics = 2,194 > 1.96). Furthermore, brand image also significantly influences consumers' decision to make a repeat purchase (T-statistic = 8.632 > 1.96). However, *brand image* does not play a role as a mediating variable for digital marketing and repurchase strategies (T-stats = 1.716 < 1.96). These findings confirm that effective digital marketing strategies, such as the use of social media, attractive promotional content, consistent interaction with consumers, are able to improve brand image and encourage customer loyalty through repeat purchases.

Keywords: Digital Marketing Strategy, *Brand Image*, Repurchase, Skincare Npure.

INTRODUCTION

In the era of industry 4.0, advances in digital technology are the main drivers of business transformation because they are able to increase operational efficiency, product innovation, and customer satisfaction (Maria et al., 2024; Putri et al., 2024). The use of this technology encourages the development of *e-commerce*, which facilitates market access through digital devices and the internet, so that companies can respond to changes, find new opportunities, and expand business reach (Rambe & Aslami, 2022; Prabowo et al., 2023). In terms of marketing, *digital marketing* is an important strategy for promotion through various digital

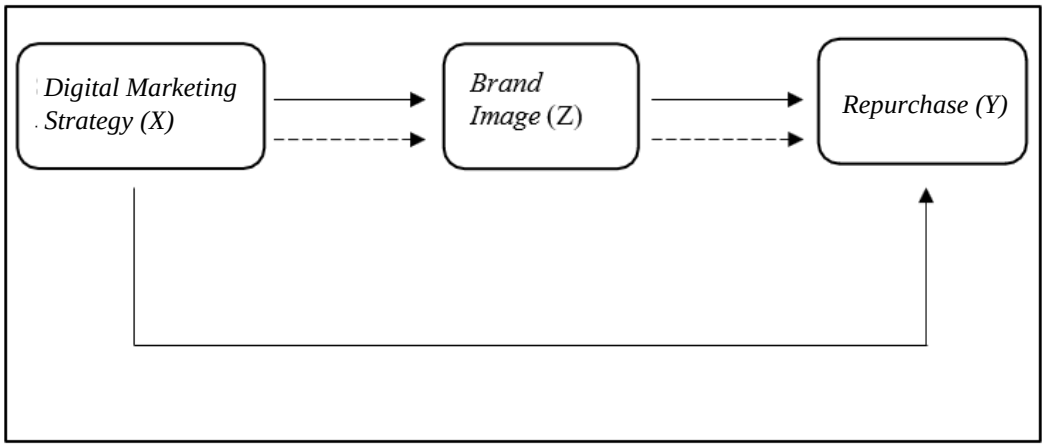
media, increasing marketing effectiveness, reaching consumers without time and location restrictions, and building customer loyalty efficiently (Aguspriyani et al., 2023; Vincentius et al., 2022). Customer loyalty itself is formed through product excellence, service quality, and a positive brand reputation (Pamudita et al., 2023; Kotler & Keller in Maulida & Kamila, 2021).

One of the important aspects in the success of digital marketing is brand image, which is consumer perception of a product relative to similar products (Handayani et al., 2024). Brand image can be strengthened through *electronic word of mouth* on social media, because customers tend to choose quality products with a positive image (Parris, 2023; Iis Miati, 2020). Through digital marketing strategies, efficient promotions and good online services can increase repurchase interest and strengthen relationships with consumers (Luwiska, 2021; Florendiana et al., 2023).

In this context, Shopee is included in one of the most popular e-commerce platforms in Indonesia with a high visitation rate (Alamin et al., 2023). One of the best-selling product categories on Shopee is *skincare*, in line with the increasing trend of skin care and beauty (Shafwah et al., 2024; Des Derivanti et al., 2022). By 2024, beauty and skincare products will occupy the second best-selling position. Competition between skincare brands drives formula innovation, marketing strategies, and product differentiation (Sholikhah & Marlena, 2024). One example is Npure, a local *skincare* brand from PT. Penta Natural Kosmetindo which was established in 2017. Npure positions itself as a natural skincare made from natural raw materials from local farmers, free of harmful chemicals, and anti-mercury (Riyanto et al., 2024). In marketing its products, Npure utilizes digital marketing through various media, especially social media, to improve marketing communication, strengthen *brand image*, and expand *brand awareness* (Theresya, 2024; Winarsih et al., 2024).

Based on the description above, the researcher will test *digital marketing* strategies and *brand image* in influencing the repurchase of a product. Thus, this study was carried out with the title "The Influence of *Digital Marketing Strategy* and *Brand Image on Npure* Skincare *Repurchase* (Study on Npure Skincare Product Customers on the Shopee Online Shopping Platform in Surabaya)". Thus, it can be concluded that the frame of mind presented is as follows:

Figure 1. Frame of Mind



Source: Processed by the author 2025

Information:

H1: Digital Marketing (X) strategy has a significant influence on Npure's skincare Brand Image (Z) in Surabaya.

H2: Digital Marketing Strategy (X) has a significant effect on repurchase (Y).

H3: Brand Image (Z) has a significant effect on the decision to repurchase (Y) Npure skincare in Surabaya.
H4: Digital Marketing Strategy (X) has an indirect effect on repurchase (Y) through Brand Image (Z).

METHODS

This study uses an associative type of research with a quantitative method. According to Sugiyono (2019) in Andini & Purnama (2023), associative research aims to analyze the relationship between variables, namely Digital Marketing Strategy (X) on Brand Image (Z) and Repurchase (Y), as well as the influence of Brand Image (Z) on Repurchase (Y). The quantitative approach was chosen because it was systematic, planned, and structured, with numerical data analyzed using statistical techniques to test hypotheses. In this study, the sample serves as a representative of the characteristics of the population and is used to describe the condition of the population as a whole (Pasaribu et al., 2022), where the research population is an Official Npure customer on Shopee. The sample extraction technique uses non-probability sampling, which is a sample selection method where each member of the population has a different chance of being selected (Pasaribu et al., 2022; Sugiyono, 2020). The Sample is determined based on certain criteria, namely:

1. Aged 18–25 years old
2. Shopee app users
3. Have bought Npure products at Shopee at least 2 times
4. Domiciled in Surabaya

To measure the variables of this study, the likert scale was used as a measure in this study with a score range scale of 1 to 5. The Likert scale functions as a measuring tool in finding out the views, attitudes and perspectives of individuals or groups on issues. The measuring tool breaks down variables into specific indicators used to compile questions or statements, with five levels of answers indicating the level of approval of respondents Pasaribu et al (2022).

Table 1. Skala Likert

Abbreviation	Answer	Score Weight
SA	Strongly Agree	5
A	Agree	4
N	Neutral	3
D	Disagree	2
SD	Strongly Disagree	1

Source: Pasaribu et al. (2022).

Primary data in this study was obtained through filling out a *Google Form* questionnaire which was responded to by research participants according to the criteria, namely Surabaya people who actively use Shopee and are customers of Npure products who have made purchases and repurchases, where the questionnaire collects information about perceptions of *digital marketing strategies*, *brand image*, and repurchase of Npure products at Shopee, data was collected using a closed method using a Likert scale of 1–5 the range of the answer scale was Strongly Disagree (SD) to Strongly Agree (SA), this research applied a quantitative approach with analysis carried out using descriptive and inferential statistical methods, where data analysis was carried out using the *Partial Least Square* (PLS) method using *the SmartPLS* application 4.0 through several stages, including convergent validity testing, discriminant validity, reliability test, *R-square* value, and hypothesis test using *the Bootstrapping method.*

RESULTS AND DISCUSSION

Respondent Characteristics

Table 2.

Category	Classification	Frequency	Percentage
Gender	Male	6	4,5%
	Female	104	94,4%
	Total	108	100%
Age	18-21	40	59%
	22-25	70	26%
	Total	108	100%

Source: Primary Data, 2025

Based on the analysis of the research, the majority of respondents were dominated by women as many as 104 respondents or 94.5%, while male respondents amounted to 6 respondents or 4.5%. In terms of age, respondents in the range of 22–25 years were 70 respondents** or 63.6%, while respondents aged 18–21 years amounted to 40 respondents or 36.4%.

Result

Outer Loading

Validitas Convergence

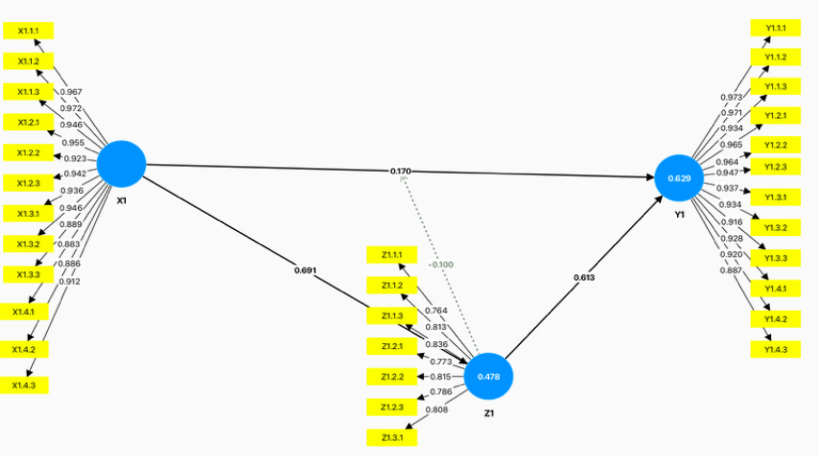
Table 3. Convergent Validity

	X1	Z1	X1 x Z1	Y1
X1.1.1	0.967			
X1.1.2	0.972			
X1.1.3	0.946			
X1.2.1	0.955			
X1.2.2	0.923			
X1.2.3	0.942			
X1.3.1	0.936			
X1.3.2	0.946			
X1.3.3	0.889			
X1.4.1	0.883			
X1.4.2	0.886			
Z1.1.1		0.764		
Z1.1.2		0.813		
Z1.1.3		0.836		
Z1.2.1		0.773		
Z1.2.2		0.815		
X1xZ1			1.000	
Y1.1.1				0.973
Y1.1.2				0.971
Y1.1.3				0.934
Y1.2.1				0.965
Y1.2.2				0.964
Y1.2.3				0.947
Y1.3.1				0.937
Y1.3.2				0.934
Y1.3.3				0.916
Y1.4.1				0.928
Y1.4.2				0.920
Y1.4.3				0.887

Source: Processed by the Author 2025, Smart-PLS

Based on the results of the Outer loading, 4825 it was obtained that4825the data above all *Outer Loading* points to the number >0.70 which can be said to be valid for the significant construct between 4825 variables.

Figure 2. Outer Loading Evaluation



Source: Processed by the author 2025, Smart-PLS

Validity of Delivery

Table 4. Discriminant Validity of the Fornell-Larcker Criterion

	Strategic Digital Marketing	Brand Image	Repurchase
Strategic Digital Marketing	0.930		
Brand Image	0.691	0.774	
Repeat Purchase	0.634	0.940	0.800

Source: Processed by the author 2025

The results in the table above show that the AVE value of each variable is higher in its construct compared to other constructs. Thus, all variables are proven to be significant and discriminatically valid.

Reliability Test

Cronbach's Alpha

Table 5. Cronbach's Alpha Results

Variables	Cronbach's Alpha	Description
Digital Marketing Strategy (X)	0.986	Reliable
Brand Image (Z)	0.988	Reliable
Repurchase (Y)	0.906	Reliable

Source: Processed Data 2025, Smart-PLS

Based on *the Cronbach's alpha* value above, it shows that each variable has met *Cronbach's alpha* value of >0.70, thus all variables are reliable.

Composite Reliability

Table 6. Composite Reliability Results

Variables	Composite Reliability
Digital Marketing Strategy (X)	0.987

Brand Image (Z)	0.989
Repurchase (Y)	0.925

Source: Processed Data 2025, Smart-PLS

Based on table 6 above, all variables show a *composite reliability* value that has met the criteria greater than 0.70. Based on this, it can be concluded that each variable has an adequate level of reliability.

Average Variance Extracted (AVE)

Table 7. Results of Average Variance Extracted (AVE)

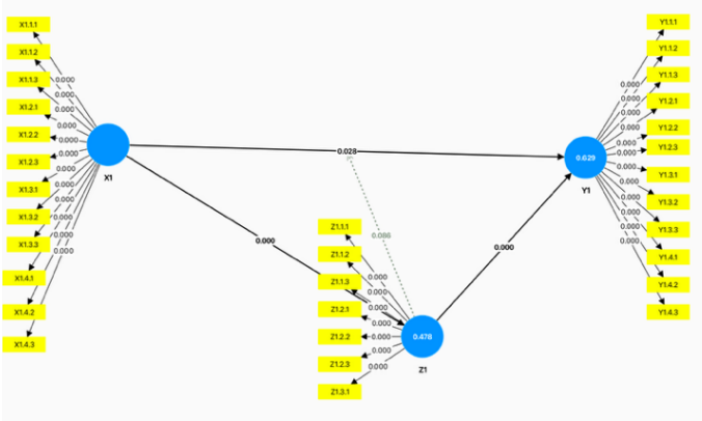
	Average Variance Extracted	Description
Digital Marketing Strategy (X)	0.865	Reliable
Brand Image (Z)	0.884	Reliable
Repurchase (Y)	0.639	Reliable

Source: Processed Data 2025, Smart-PLS

Based on Table 7, the *Average Variance Extracted* (AVE) values for Digital *Marketing Strategies*, *Brand Image*, and Repurchase are all above 0.05, so that all variables are declared valid and reliable.

Inner Model

Figure 3. Inner Model



Source: Processed Data 2025, Smart-PLS

R-Square

Table 8. R-Square Overview

Variables	R-square
Brand Image (Z)	0.478
Repurchase (Y)	0.629

Source: Processed Data 2025, Smart-PLS

From the results of the analysis, it was found that Repurchase was directly influenced by *Digital Marketing Strategy* and *Brand Image* with an *R-Square* value of 0.629 (62.9%), while *Brand Image* was directly influenced by Digital Marketing Strategy with an *R-Square value* of 0.478 (47.8%).

Hypothesis Results
Path Coefficient

Table 9. Path Coefficient Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	
SDM -> *BI*	0.691	0.694	0.045	15.217	0.000	Significant
SDM -> PU	0.170	0.167	0.077	2.194	0.028	Significant
BI -> PU	0.613	0.617	0.071	8.632	0.000	Significant
SDM x *BI* -> RI	-0.100	-0.090	0.058	1.716	0.086	Not Significant

Source: Processed Data 2025, Smart-PLS

The results *of the Path Coefficient* above show the significance and correlation between variables based on the following criteria:

1. If t-count > t-table (more than 1.96), then the hypothesis is accepted.
2. If t-count < t-table (less than 1.96), then the hypothesis is rejected.

Discussion

Digital Marketing Strategy Has a Significant Effect on *Brand Image*

Referring to the results of the hypothesis test, the T-statistical value of 15.217 > T-table 1.96 at a significance of 5%, so that the *Digital Marketing* Strategy showed a significant influence on *the Brand Image* and the second hypothesis was accepted. This means that the better the implementation of *Digital Marketing strategies*, the more positive the brand image will be in the minds of consumers. These findings are in line with research by Tarigan et al. (2023) who explain that Digital Marketing has a significant and positive effect on buying interest, because clear and convincing information through digital channels can increase consumer trust in brands.

Digital Marketing Has a Significant Effect on Repurchase

From the results of the study, it is known that *Digital Marketing Strategy* has a significant influence on Repurchase with a T-statistic value of 2.194 > T-table of 1.96 at a significance of 5%, so the first hypothesis is accepted. This means that the more effective the digital marketing strategy implemented by Npure, including the use of social media, interesting content, and consistent interaction with consumers, the higher the tendency to repeat purchases. These findings are in line with the research of Florendiana et al. (2023) which states that *Digital Marketing* has a positive and significant effect on repurchases, and plays an important role in shaping consumer decisions and strengthening long-term relationships with customers.

Brand Image Has a Significant Effect on Repurchase

From the results of the study, it is known that *Brand Image* has a significant effect on Repurchase with a T-statistical value of 8.632 > T-table of 1.96 at a significance of 5%, so the third hypothesis is accepted. *Npure* 's strong and positive brand image increases consumer trust, satisfaction, and loyalty, which drives them to make a repeat purchase. These findings are supported by research by Ramadhani & Nurhadi (2023) which reveals that positive perceptions of brands can increase consumer interest in buying back. Thus, *Brand Image* plays an important role not only as a brand identity, but also in shaping quality perceptions, increasing trust, and strengthening consumer loyalty.

Digital marketing strategies have no significant effect on brand image-mediated repurchases.

The results of the analysis showed that *Brand Image* was not significantly proven in mediating the influence of *Digital Marketing* and Repurchase Strategies, with a T-statistic value of 1.716 < T-table of 1.96 at a significance of 5%. This means that while digital marketing

strategies can build a positive perception of a brand, customer perception of *brand image* is not strong enough to be considered a major factor driving repurchase. Repurchase decisions are more directly influenced by *digital marketing strategies* as well as other factors such as *social media marketing*, relevant content, and product experience. These findings are in agreement with Mahardika et al. (2025) who affirm that *social media marketing* plays an important role in attracting consumers' attention and forming a positive brand image.

CONCLUSION

Based on the results of the study on the Influence of *Digital Marketing Strategy* and *Brand Image* on the Repurchase of Npure Skincare Products on Shopee customers in Surabaya using the *Partial Least Square* technique, it can be concluded that *Digital Marketing* Strategy has a significant effect on *Brand Image*, where the implementation of the right strategy increases consumer confidence through clear information and guaranteed product quality. In addition, *Digital Marketing* Strategy also significantly affects Repurchases, as positive reviews and product benefit experiences encourage consumers to make a repeat purchase. Furthermore, *Brand Image* has a significant effect on Repurchase, where a strong brand image, especially due to the use of natural ingredients and product quality that meets expectations, is able to increase trust and strengthen consumer loyalty.

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